

## CLAIMS

What is claimed is:

- 1 1. A method of accessing a website, comprising:
  - 2 (a) entering a mnemonic on an electronic device, the mnemonic being representative of the
  - 3 web site, but not being a uniform resource location ("URL") for the website;
  - 4 (b) converting the mnemonic to a URL; and
  - 5 (c) using the URL to access the website.
- 1 2. The method of claim 1 wherein (a) includes speaking the mnemonic into a microphone.
- 1 3. The method of claim 1 wherein the mnemonic comprises an audio signal.
- 1 4. The method of claim 3 wherein the mnemonic is included in an audio stream received over  
2 the Internet.
- 1 5. The method of claim 4 wherein the audio stream includes an audio identifier indicating the  
2 presence of the mnemonic.
- 1 6. The method of claim 1 wherein the mnemonic comprises a video image.
- 1 7. The method of claim 16 wherein the video image is a still image.
- 1 8. The method of claim 16 wherein the video image is a moving image.

- 1 9. The method of claim 1 wherein the mnemonic comprises an alphanumeric character string.
- 1 10. The method of claim 1 wherein (b) includes transmitting the mnemonic to an on-line  
2 conversion service which finds a URL associated with the mnemonic.
- 1 11. The method of claim 10 wherein the mnemonic is an audio signal and transmitting the  
2 mnemonic includes transmitting a digital representation of the audio signal to the on-line service.
- 1 12. A method of providing access to a website, comprising:  
2 (a) providing a mnemonic associated with the website to an on-line mnemonic conversion  
3 service; and  
4 (b) providing a URL associated with the website to the conversion service;  
5 wherein said mnemonic is representative of the website, but is not the URL.
- 1 13. The method of claim 12 further including storing said mnemonic and said URL at said  
2 conversion service.
- 1 14. A computer system, comprising:  
2 a processor;  
3 an input device coupled to said processor; and  
4 a display device coupled to said processor;

5 wherein a mnemonic is entered via said input device, the mnemonic being representative of  
6 a website, but not being a URL and said computer provides said mnemonic to an  
7 on-line conversion service which converts the mnemonic to a URL.

1 15. The system of claim 14 wherein the input comprises a microphone and the mnemonic is  
2 entered by speaking the mnemonic into said microphone.

1 16. The system of claim 14 wherein the mnemonic comprises an audio signal.

1 17. The system of claim 16 further including an interface to the Internet and wherein the  
2 mnemonic is included in an audio stream received over the interface from the Internet.

1 18. The system of claim 17 wherein the audio stream includes an audio identifier indicating the  
2 presence of the mnemonic.

1 19. The system of claim 14 wherein the mnemonic comprises a video image.

1 20. The system of claim 19 wherein the video image is a still image.

1 21. The system of claim 19 wherein the video image is a moving image.

1 22. The system of claim 14 wherein the mnemonic comprises an alphanumeric character string.

1 23. The system of claim 14 further including an interface to the Internet over which the  
2 mnemonic is transmitted to an on-line conversion service which finds a URL associated with the  
3 mnemonic.

1 24. The system of claim 23 wherein the mnemonic is an audio signal and a digital  
2 representation of the mnemonic is transmitted to the on-line service.

1 25. A computer system, comprising:  
2 a processor;  
3 an input device coupled to said processor;  
4 a display device coupled to said processor; and  
5 an interface to a network;  
6 wherein a audio mnemonic is received in an audio stream received over said network, the  
7 audio mnemonic being representative of a website, but not being a URL and said  
8 computer provides said mnemonic to an on-line conversion service which converts  
9 the mnemonic to a URL.

1 26. The system of claim 25 wherein the audio stream also includes a mnemonic identifier to  
2 identify the audio mnemonic.

1 27. The system of claim 26 wherein the audio stream also includes an end tag to identify the  
2 end of the audio mnemonic.

1 28. A server, comprising:  
 2 a processor; and  
 3 an interface to a network;  
 4 wherein said processor receives a mnemonic over said network from an entity, the  
 5 mnemonic being representative of a website, but not being a URL.

1 29. The server of claim 28 wherein said processor provides a URL associated with the  
 2 mnemonic to said entity.